



Library Naming Rights

An overview of naming rights policies in place in the United States, California, Santa Clara County, and the City of Los Altos and how they might influence fundraising for the future development of the Los Altos Libraries.

I first started researching and writing this memo last year to surface best practices and solutions to any issues which might exist in the sales of naming rights in the building of a new library. In the context of library development (or redevelopment), whether the libraries are rebuilt or remodeled, the purpose of this note is to try to put together guidelines which currently exist, at the national, state, and local level. At the time, my task was more to kickstart the efforts of others who were looking at building a new library. I undertook a survey and found a few examples which I've used in this memo.

This paper serves to supplement the original staff report on the subject written by Jon Maginot (now Deputy City Manager) in 2018 for the North County Library Authority (NCLA). The primary purpose of selling sponsorships and/or naming rights is money – money for the library's development, growth, and maintenance.

What are naming rights?

Are there jurisdictional and local issues specific to Los Altos and Santa Clara County?

What are some of the best practices by libraries about donations and naming rights?

What are naming rights?

Naming rights are a financial transaction and form of advertising whereby a(n) . . . entity purchases the right to name a facility . . . typically for a defined period of time.

*A **nonprofit organization** has the option to recognize a major gift from a donor by bestowing naming rights to a property in recognition of the financial support. This is not (necessarily) a financial transaction in the style of the private sector.*

Wikipedia https://en.wikipedia.org/wiki/Naming_rights

Fundamentally, naming rights are about money. While a library may not be a sports stadium, the analogies are similar. A library may not be as crass as naming itself the Oracle Los Altos Library, or the Los Altos Library at Adobe Creek, but there is a financial transaction which stands for a period of time. Instead, most library donations tend to be parsed into different types of sponsorships – rooms, book/technology collections and the like.

There are still many outstanding questions – including what kind of packages we might offer. My study is not meant to be conclusive and aims to elicit discussion around the issue of library naming rights.

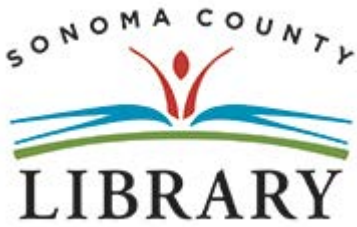
The Los Altos Library needs a more sophisticated naming rights policy. As often happens, more questions get generated in a search for answers. The following three examples, by Sonoma County and two other civic libraries (Guilderland and Baldwin), may lay a path.

So.. ma County Library

Sonoma county takes an approach of listing a price for the sponsorship of each room and then parceling it out. There is an agreed-to procedure which is outlined in detail about how people

go about donating. Also, they take into account any changes which might occur during construction which could change some of the dedications.

For instance, if the library expanded out towards San Antonio Road, what would happen to the fountain and the bricks which contain dedications. It's unclear that we currently have a provision for this, and the agreements under which the bricks were "sold" to donors would have to be revisited to ensure that the City stay within the laws governing these types of donations.



Sonoma County Library

Sonoma County Library Naming Rights Policy

Gift Agreement for Naming Rights

Purpose:

The Sonoma County Library (Library) seeks to recognize persons who have supported the Library through substantial financial contributions. The Library provides naming opportunities in recognition of individuals and corporations for outstanding services towards the development of the library system and for significant financial contributions. These naming opportunities, with necessary landlord approval, may include but are not limited to naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Currently, only one building is owned by the Library, the Library Annex. All other buildings are owned by the library's respective municipalities.

A proposal for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a member of the community will also be considered when that person has given distinguished service to the Library that merits recognition in the Library's history.

Only individuals and organizations whose action and or programs are compatible with the mission, policies, goals and values of the Sonoma County Library will be considered in naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

General Definitions:

The Naming Rights Policy includes internal features, which may be naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Other items may be recommended for naming after consultation with the Library Director and Library Commission.

Definitions:

1. A *room* in a building may include an enclosed rooms, designated areas such a story-time corner, or interior wall.
2. A *designated plaque or nameplate* may include a inscribed commemorative thin, flat plate or tablet of metal, porcelain, etc., intended for ornament, as on a wall, or set in a piece of furniture.
3. A *collection* is groups of books, media, and other information items.
4. *Furnishings and equipment* include furniture, computers, microfilm readers, and similar articles that are not a fixed part of the building and have a short life span.

5. *Financial contributions* include outright gifts of money, securities, in kind donations and endowments.

Adopted 9/11/17

Guidelines For Naming:

Appropriate financial contributions for such naming opportunities will be at the discretion of the Commission. Naming opportunities due to a financial contributions; naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its sponsor. Proposals for naming should be submitted to the Library Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the Library Director, the proposal will be forwarded to the Commission for approval. The Commission reserves the right to name rooms in a building, designated plaque or nameplate furnishings and equipment or library collections according to what is best for the function of the Library.

A proposal for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a person will normally be considered when that person is a major benefactor to the Sonoma County Library that merits recognition.

All documents must be finalized before the Library issues final approval for a naming opportunity. No publicity shall be initiated until a contract is in place.

While the Commission is grateful for and encourages donations from all individuals, businesses and organizations, the Commission has the right to decline any gift to the Library and/or reject naming proposals. The Commission reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.

Naming rights will not extend beyond the normal life of the space, although a plaque will remain in the location in perpetuity, acknowledging the name and the donation. In the event the room or building is significantly altered during the agreed upon time when the gift was made, the Sonoma County Library Commission will roll the name forward in a similar capacity.

In the event that the Library does not receive the full amount of the donation for the naming opportunity, the Library Director may recommend to the Commission that the use of the benefactor's name for the area be discontinued.

When a major building project is to be undertaken, a tailored naming policy may be proposed for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Such a policy will require the endorsement of the Library Director for recommendation to the Commission.

Adopted 9/11/17

Regulations

I. Naming Rooms of a Building

A. The Library will consider naming rooms in a building when a person or corporation has given outstanding service towards the room or a financial contribution.

B. Recognition will be for 5 years or for the life of the room, unless the individual or corporation provides continuing or additional support.

II. Furnishings and Equipment, Collections

A. The Library will recognize a major financial contribution for the purchase of furnishings and equipment, library collections or other by placing the name of the benefactor on a designated plaque or nameplate within the facility.

III. New Facilities

A. When a new building is planned to be owned by the Library, naming opportunities will be outlined for the rooms in a building, designated plaque or nameplate furnishings and equipment or library collections and donation amounts will be assigned for each opportunity. This plan must be approved by the Commission.

IV. General

A. A naming opportunity must be consistent with the Library's mission and goals.

B. The Sonoma County Public Library Foundation and the Friends of the Sonoma County Public Library may contribute multiple financial contributions that merit recognition. In such cases, naming opportunities will be in recognition of the original donor or for the individual/corporation designated by the board of support organization.

C. If the naming of rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate is based on outstanding service to the library system, the next of kin or the family of a person whose name is being considered to naming rooms in a building, furnishings and

equipment, library collections, or by way of a designated plaque or nameplate will be notified in writing prior to completion of the naming process.

D. The naming of a room in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate shall be finalized only after the financial commitment by the individual or corporation has been honored in full and not on the basis of a pledge for future funds.

V. Indexation

At the discretion of the Library Director, the levels of financial contributions quoted

above will be adjusted to reflect changes in economic conditions, using the appropriate price indexing from the Federal Bureau of Statistics.

Gift Recognition Replacement-Special Considerations:

A request to rename a room in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate shall conform to the following principles:

Adopted 9/11/17

Any request to rename, add, or remove a name from a room within the Library should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the Library is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.

In the event a building is drastically altered through construction, the Commission shall reserve the right to add/alter gift recognition, including the room's naming. Any donor plaques displaced as a result of this will be rededicated in an alternative location in accordance with the timeframe developed for the original gift.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition

of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in, or adjacent to, new, renovated or redeveloped facilities.

Dedication Ceremony And Plaque, Inscription, Or Other Recognition:

The Commission reserves the right to choose the wording, size, location and style of the plaque inscription, or other recognition. An appropriate dedication ceremony may be planned and conducted.

Request Procedures:

1. Proposals for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be submitted at any time during the year to the Library Director for review.

2. A proposal should include a) Applicant name

b) Contact Information including address, telephone and email address c) Naming opportunity of interest

d) Statement of the amount and method of the financial contribution to the Library e) Statement of the outstanding services toward the development of the library

system when the recognition is based open merit rather than financial contributions

f) Justification compliant with the criteria and objectives outlined in this policy

3. An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.

4. The Library Director will present to the Sonoma County Library Commission the naming proposal with appropriate documentation

5. The Library Commission will approve the design, wording, and placement of any permanent plaques, inscriptions or other recognitions.

Recognition Of Gift Levels:

General Room Naming Levels:

A donation in the amount of \$50,000 or above will allow for the naming of a room or area at the Sonoma County Library by the donor. The Library Commission will determine which room or area depending on the amount of the donation.

Sponsorship and Naming Levels: Periodical Area / Reading Room	\$50,000
Computer Area	\$75,000
Teen Area	\$100,000
Large Meeting Room	\$200,000
Children's Area / Room	\$400,000

Other areas will be determined by the Library Commission according to the amount of donation.

Monetary gifts (other than those associated with naming rights and sponsorships) of \$50,000 or more may be recognized on a designated plaque or nameplate.

Material/Equipment Gifts:

Donations of materials/equipment and funds to purchase materials/equipment will be accepted with the understanding that the Library reserves the right to determine if, and in what manner, the donated items will be used. The Library will make a good faith effort to use monies in accordance with the wishes of the donor(s) and the instructions of the Gift/Donations Form. The Library may refuse proposed gifts if restrictions are counter to Library policies.

Gifts of materials/equipment and items donated become the property of the Library, and are accepted with the understanding that they are subject to the same selection criteria as purchased materials/equipment. Items not selected for the collection may be passed on to another institution or library, or to the Friends of the Library for sale. All proceeds from the sale of donated materials will go to the Friends of the Library to benefit the Sonoma County Library. Acknowledgement of gifts for tax records may be provided, but appraisal of the value of donated items is not made.

Commemorative book(s) receive a bookplate listing the donor and the honoree and an

acknowledgment letter will be sent to the person(s) or family of the person being honored.

Monetary Gifts:

All monetary gifts are recognized with an acknowledgment letter.

Adopted 9/11/17

Guilderland Public Library

Guilderland is a town in upstate NY in Albany County of just over 30,000 inhabitants, like Los Altos. Guilderland is currently building a new library. They set up a system by which rooms, plaques, collections, and other contributions are defined and addressed in a systematic manner. Like Sonoma County, they have an a la carte pricing for the naming of their different rooms and areas.

Guilderland does a good job of setting out a process which any library could easily adapt and adopt. There seem to be enough checks and balances in all of these rubrics. Terms are well defined and can be adapted.

Because of the amount of money involved potentially, any rule changes would have to be submitted through to the City Council. One overwhelming issue of standing – who owns the sponsorships and who has the right to collect money?

Guilderland Public Library Naming Rights Policy

Purpose:

The Guilderland Public Library (GPL) seeks to recognize persons who have supported the Library through substantial financial contributions. The Library provides naming opportunities in recognition of individuals and corporations for outstanding services towards the development of the library system and for significant financial contributions. These naming opportunities, with necessary Board of Trustee (hereinafter "Board") approval, may include but are not limited to naming rooms in the building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

A proposal for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a member of the community will also be considered when that person has given distinguished service to the Library that merits recognition in the Library's history.

Only individuals and organizations whose action and or programs are compatible with the mission, policies, goals and values of GPL will be considered in naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

General Definitions:

The Naming Rights Policy includes internal features, which may be naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Other items may be recommended for naming after consultation with the Library Director and Board.

Definitions:

1. A *room* in the building may include an enclosed room, designated areas such as story-time corner or interior wall.
2. A *designated plaque or nameplate* may include an inscribed commemorative thin, flat plate or tablet of metal, porcelain, etc., intended for ornament, as on a wall, or set in a piece of furniture.
3. A *collection* is groups of books, media, and other information items.
4. *Furnishings and equipment* include furniture, computers, microfilm readers, and similar articles that are not a fixed part of the building and have a short life span.
5. *Financial contributions* include outright gifts of money, securities, in kind donations and endowments.

Guidelines for Naming:

Appropriate financial contributions for such naming opportunities will be at the discretion of the Board. Naming opportunities due to a financial contributions; naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its

sponsor. Proposals for naming should be submitted to the Library Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the Library Director, the proposal will be forwarded to the Board for approval. The Board reserves the right to name rooms, designated plaque or nameplate furnishings and equipment or library collections according to what is best for the function of the Library.

A proposal for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a person will normally be considered when that person is a major benefactor to GPL that merits recognition.

All documents must be finalized before the Library issues final approval for a naming opportunity. No publicity shall be initiated until a contract is in place.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals. The Board reserves the right to terminate or alter a naming designation.

Naming rights will not extend beyond the normal life of the space. In the event the room or building is significantly altered during the agreed upon time when the gift was made, the Board will roll the name forward in a similar capacity.

In the event that GPL does not receive the full amount of the donation for the naming opportunity, the Library Director may recommend to the Board that the use of the benefactor's name for the area be discontinued.

Regulations

I. Naming Rooms in the Building

A. GPL will consider naming rooms when a person or corporation has given outstanding service or a financial contribution towards the room.

B. Recognition will be for 20 years or for the life of the room (whichever is less), unless the individual or corporation provides continuing or additional support.

II. Furnishings and Equipment, Collections

A. GPL will recognize a major financial contribution for the purchase of furnishings and equipment, library collections or other by placing the name of the benefactor on a designated plaque or nameplate within the facility.

III. General

A. A naming opportunity must be consistent with GPL's mission and goals.

B. The GPL Foundation may contribute multiple financial contributions that merit recognition. In such cases, naming opportunities will be in recognition of the original donor or for the individual/corporation designated by the board of the supporting organization.

C. If the naming of rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate is based on outstanding service to the library system, the next of kin or the family of a person whose name is being considered to naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate will be notified in writing prior to completion of the naming process.

D. The naming of a room, furnishings and equipment, library collections, or by way of a designated plaque or nameplate shall be finalized only after the financial commitment by the individual or corporation has been honored in full and not on the basis of a pledge for future funds, unless a contract is entered into for such purposes.

IV. Indexation

At the discretion of the Board, the levels of financial contributions quoted will be adjusted to reflect changes in economic conditions.

Gift Recognition Replacement-Special Considerations:

A request to rename a room, furnishings and equipment, library collections, or by way of a designated plaque or nameplate shall conform to the following principles:

Any request to rename, add, or remove a name from a room within the Library should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the Library is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.

In the event the building is drastically altered through construction, the Board shall reserve the right to add/alter gift recognition, including the room's naming. Any donor plaques displaced as a result of this will be rededicated in an alternative location in accordance with the time frame developed for the original gift.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree.

Appropriate recognition of earlier donors or honorees shall be included in, or adjacent to, new, renovated or redeveloped facilities.

Dedication Ceremony and Plaque, Inscription, or other Recognition:

The Board reserves the right to choose the wording, size, location and style of the plaque inscription, or other recognition. An appropriate dedication ceremony may be planned and conducted.

Request Procedures:

I. Proposals for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be submitted at any time during the year to the Library Director for review.

2. A proposal should include:

- a) Applicant name
- b) Contact Information including address, telephone, and email address
- c) Naming opportunity of interest
- d) Statement of the amount and method of the financial contribution to the Library
- e) Statement of the outstanding services toward the development of the library system when the recognition is based open merit rather than financial contributions
- f) Justification compliant with the criteria and objectives outlined in this policy

3. An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.

4. The Director will present to the GPL Board the naming proposal with appropriate documentation

5. The Board will approve the design, wording, and placement of any permanent plaques, inscriptions or other recognitions.

Recognition of Gift Levels:

General Room Naming Levels:

A donation in the amount of \$50,000 or above will allow for the naming of a room or area at GPL by the donor. The Board will determine which room or area depending on the amount of the donation.

Sponsorship and Naming Levels:	
Periodical Area / DVD Area / Study Rooms	\$50,000
Reading Areas / Computer Area	\$75,000
Teen Room / Medium Meeting Rooms / Drop in Play Area	\$100,000
Large Meeting Room	\$250,000
Main Children's Annex / Room	\$500,000

The Board has the authority to adjust these figures.

Other areas will be determined by the Board according to the amount of donation.

Monetary gifts (other than those associated with naming rights and sponsorships) of \$50,000 or more may be recognized on a designated plaque or nameplate.

Material/Equipment Gifts:

Donations of materials/equipment and funds to purchase materials/equipment will be accepted with the understanding that GPL reserves the right to determine if, and in what manner, the donated items will be used. The Library will make a good faith effort to use monies in accordance with the wishes of the donor(s) and the instructions of the Gift/Donations Form. The Library may refuse proposed gifts if restrictions are counter to Library policies.

Gifts of materials/equipment and items donated become the property of GPL, and are accepted with the understanding that they are subject to the same selection criteria as purchased materials/equipment. Items not selected for the collection may be passed on to another institution or library, or to the Friends of the Library for sale. All proceeds from the sale of donated materials will go to GPL. Acknowledgement of gifts for tax records may be provided, but appraisal of the value of donated items is not made.

Commemorative book(s) receive a bookplate listing the donor and the honoree and an acknowledgment letter will be sent to the person(s) or family of the person being honored.

Monetary Gifts:

All monetary gifts are recognized with an acknowledgment letter.

Adopted January 17, 2019

Baldwin Public Library

The library sets out a process for getting naming rights contracts approved. While simple and sparse in construction, the document would be a good framework to follow to document an approval process. Baldwin Public Library's approach to the problem is a gold standard.

Birmingham, MI

General Guidelines

The Baldwin Public library shall use the following guidelines to make decisions on the merits of each naming opportunity:

- Negotiations for the naming rights for a particular space may be initiated by the Library Director, a benefactor, or other interested parties.
- In the event that the flow of funds agreed to constitute a naming opportunity ceases before the agreed time, the Library Director may recommend to the Baldwin Public Library Trust Board that the use of the benefactor's name for the space be discontinued.
- When a major building project is to be undertaken, a tailored naming policy may be proposed. Such a policy shall require the endorsement of the Library Director for recommendation to the Baldwin Public Library Trust Board.
- If an individual or organization, after which a space has been named, comes into disrepute at the Library or in the community at large, the Library Director may recommend to the Baldwin Public Library Trust Board that the use of the name be discontinued.

- The Library Director shall submit all requests for naming rights to the Baldwin Public Library Trust Board in writing. The request shall contain a recommendation based on the criteria and objectives outlined in this policy. The Baldwin Public Library Trust Board shall review and research each submitted naming nomination on its individual merits.
- All contract documents must be finalized before the Library issues final approval for a naming opportunity and declares the officially recognized name of the space.
- Publicity for the proposed naming of the space may not occur until the recommendation for naming is submitted to the Baldwin Public Library Trust Board for approval. 8. Naming rights shall remain in place for a period of at least twenty-five (25) years, although a plaque shall remain in the location in perpetuity, acknowledging the name and the donation. In the event the space is significantly altered in a timeframe less than 75% of the agreed upon time when the gift was made, the Baldwin Public Library Trust Board shall roll the name forward in a similar capacity.

Jurisdictional issues

The question became, if someone came forward with enough money to memorialize someone, what would it take? What are the rules? More importantly, who “owns” a naming or sponsorship decision? Who sets the rules with regards to naming a building, a room, a bench, a collection, or a brick?

Is it the County? The City of Los Altos? The Town of Los Altos Hills? The North County Library Authority? And what of all the volunteer groups – Los Altos Library Endowment (LALE) or the Friends of the Library (FoL)? What is there stake in the rules?

What is the bifurcation line between City and County. Where does one stop and the other end – coarsely? The county owns the running of the library and the librarians and staff. The city owns the building.

County personnel can be pulled to work on critical county needs, as happened during the pandemic, resulting in the shutdown of Woodland Library.

At the same time, the City of Los Altos can do what it will with the physical property, including setting up a leaseback mechanism to cover a \$10 million dollar note for the benefit of the new Community Center.

So who has jurisdiction on naming rights? This remains an unanswered question, well worthy of debate and discussion. No doubt the Los Altos City Attorney and the representative from Santa Clara County are free to agree or disagree with my assessment. My assessment is rather cursory, based on limited research and study.

The process is complex, even without these jurisdictional issues.

Three years ago, the NCLA looked at this issue. This memo is only meant to add to and ameliorate the initial look at this issue by Jon Maginot back in his memo of April 5, 2018, addressed to the NCLA Redevelopment Task Force. Who gets the donation? Is it the county or the city? Where is the line?

Because of the dichotomy between the soft part of the library operations (the people, the collections) and the hard part of the library (the buildings, the rooms, the physical plant), there does not appear to be clearcut guidance or interpretation of the rules for naming anything larger than a room. Santa Clara County also has no visible a la carte menu for donations.

The County provides a simple sparse form which essentially says, unless you intend to just fork over cash and let us decide how to use it, call us. This is not proscriptive and does not address the rebuilding or remodeling necessary.

MEMORIAL GIFTS

SANTA CLARA COUNTY LIBRARY DISTRICT • 1370 DELL AVENUE • CAMPBELL, CA • 95008

Many individuals and organizations wish to make contributions to their local community libraries. A gift may be used to memorialize a loved one, to celebrate an important occasion in the life of a friend or relative, or to enrich the library's resources.

Contributions are used to provide books, magazines, and other useful materials for your community library.

A bookplate inscribed with the name of the donor and the person honored is placed in each volume purchased with your gift.

The person honored or the family of the one memorialized is notified of the gift without mention of the amount. Donors receive an official acknowledgement from the Santa Clara County Library.

Each donation enables groups and individuals to share with the community as well as to mark occasions of recognition and remembrance through a thoughtful and enduring gift to the library.

Please print: I enclose a gift of \$ _____

For use at the _____ Library

☐ in MEMORY ☐ in HONOR

of: _____

Please send notification of my gift to:

☐ family/friend ☐ person honored

Name _____

Address _____

City _____ State _____ Zip _____

☐ Please contact me. Phone/Email _____

The gift is to be used for a specific purpose.

☐ No bookplate desired.

This contribution is from:

Name(s) _____

Address _____

City _____ State _____ Zip _____

Please make your check payable to your local library or to the
Santa Clara County Library.

All donations are tax deductible.

Thank you for your contribution. (5/24/23)

City of Los Altos' Naming Policy

The City of Los Altos' current opinion on the issue of Naming Rights was researched in 2018. I've provided the full memo attached. What has Los Altos Library done in the past? Are there any Los Altos precedents? In short . . .

“The only policy the City of Los Altos has regarding naming of City facilities is found in the Los Altos Municipal Code Chapter 9.28 – Naming of Public Streets, Parks and Other Public Facilities. This Chapter outlines certain criteria to be considered in selecting a name, including “neighborhood or geographical identification, natural or geological features, historical or cultural significance, the articulated preference of residents of the neighborhood surrounding the public facility, or a person or group of persons who have made an unusually outstanding public service contribution, provided that such person has been deceased for at least 25 years.”

Memo to NCLA from Jon Maginot, 2018

There is a fountain adorned with commemorative bricks on the San Antonio side of the library. There are in-house collections donated to the current library by LALE. These are only two of the many existing donations and bequests to the Los Altos libraries.

NORTH COUNTY LIBRARY AUTHORITY LIBRARY REDEVELOPMENT TASK FORCE

THURSDAY, APRIL 5, 2018 – 3:30 P.M.

Room 2
Hillview Community Center
97 Hillview Avenue, Los Altos, California

ESTABLISH QUORUM

ITEMS FOR CONSIDERATION/ACTION

1. Meeting Minutes: Approve the minutes of the March 22, 2018 meeting
2. Architectural Feasibility Assessment: Receive the Architectural Feasibility Assessment
3. Informational items: Receive information and announcements from staff
 - a. Information regarding ballot measures
 - b. City of Los Altos Naming Policy
4. Future meetings: Discuss agenda items and topics for future meetings

ADJOURNMENT

SPECIAL NOTICES TO THE PUBLIC

In compliance with the Americans with Disabilities Act, the North County Library Authority will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Los Altos City Clerk 72 hours prior to the meeting at (650) 947-2720.

Agendas, Staff Reports and some associated documents for NCLA Library Redevelopment Task Force items may be viewed on the Internet at <http://www.losaltosca.gov/meetings>.

If you wish to provide written materials, please provide the Task Force Staff Liaison with 10 copies of any document that you would like to submit to the Task Force for inclusion in the public record.

For other questions regarding meeting procedures, please contact the Los Altos City Clerk at (650) 947-2720.

**MINUTES OF THE MEETING OF THE LIBRARY REDEVELOPMENT TASK
FORCE OF THE NORTH COUNTY LIBRARY AUTHORITY, HELD ON MARCH 8,
2018, AT 3:30 P.M. AT LOS ALTOS MAIN LIBRARY, ORCHARD ROOM, 13 SOUTH
SAN ANTONIO ROAD, LOS ALTOS, CALIFORNIA**

ROLL CALL

PRESENT: Cindy Hill, Chair (Los Altos Library Commission), Mary Jo Kelly, Vice Chair (Friends of the Library), Jean Mordo (North County Library Authority), Bob Simon (Los Altos Library Endowment). Non-voting advisors: Nancy Howe (Santa Clara County Library)

ABSENT: None

PUBLIC COMMENTS

There were no public comments

ITEMS FOR CONSIDERATION/ACTION

1. Meeting Minutes

Action: Upon a motion by Jean Mordo, seconded by Bob Simon, the Task Force unanimously approved the minutes of the March 8, 2018 meeting.

2. Needs Assessment Update

Jill Eyres of Group 4 presented the Needs Assessment Update.

Public Comments: The following provided public comments: Diane Schmidt, Suzanne Epstein and David Smith.

Task Force members discussed the Needs Assessment Update and asked follow up questions related to the information presented. The Task Force determined that the results of the Architectural Feasibility Study were needed to combine with the Needs Assessment Update to determine the next steps in the process.

3. Future meetings

The Task Force determined that the next meeting would be on April 5, 2018 to receive the Architectural Feasibility Study results and additional information requested of staff at the March 8, 2018 meeting.

4. Informational items

None

ADJOURNMENT

Chair Hill adjourned the meeting at 4:47 p.m.

TO: North County Library Authority Library Redevelopment Task Force

FROM: Jon Maginot, City Clerk/Assistant to the City Manager

SUBJECT: Architectural Feasibility Assessment

RECOMMENDATION:

Receive the Architectural Feasibility Assessment

BACKGROUND

As part of the initial steps for the North County Library Authority (NCLA) Library Redevelopment Task Force, an Architectural Feasibility Assessment has been conducted. STRATAap has performed this assessment.

DISCUSSION

The Feasibility Assessment conducted by STRATA includes the following three scenarios: 1) expansion of the Library by 9,000 sq. ft.; 2) expansion of the Library by 11,000 sq. ft.; and 3) a new building of 40,000 sq. ft. Each scenario includes preliminary cost estimates.

Representatives from STRATAap and Group 4, who conducted the Library Needs Assessment, will be at the April 5, 2018 Task Force meeting to provide more information and to answer questions.

Attachment: Library Feasibility Assessment

TO: North County Library Authority Library Redevelopment Task Force

FROM: Jon Maginot, City Clerk/Assistant to the City Manager

SUBJECT: Informational items

RECOMMENDATION:

Receive information and announcements from staff

BACKGROUND

At the March 8, 2018 Task Force meeting, members of the Task Force asked for additional information to help inform potential recommendations to the North County Library Authority (NCLA). This included basic information on ballot measures, any legal issues related to accepting private donations, and the City of Los Altos' policy on naming rights.

DISCUSSION

Ballot measures

There are two main types of ballot measures which NCLA could move forward with. These include a parcel tax or a bond measure. There are pros and cons associated with either type and will be discussed at a future time.

For either type of ballot measure, the basic proceedings will be the same. The information provided is not intended to be comprehensive, but is intended to provide a basic understanding of the basics of ballot measures. Once a decision has been made to move forward with any sort of ballot measure, legal counsel for NCLA will provide additional guidance and direction on how to proceed.

A measure may be placed on the ballot by any local agency. In this instance, NCLA would be that local agency. This is done by adoption of a resolution and/or ordinance. Generally, ballot measures must be placed on a ballot at least 88 days in advance of the election. A ballot measure may be placed on any election date. State Law will change beginning January 1, 2019 to hold that elections are held the March and November of each year, and April of even-numbered years. A special, all-mail ballot may be held in May or August of each year and March of even-numbered years. At these elections, ballots are sent out and collected by mail. No polling places are opened.

Staff has not gathered cost estimates for each election type. However, it can be anticipated that a ballot measure placed on one of the regular elections (March or November) will be significantly less expensive than one held during a special election (April, May or August). The cost of an election is

based on the number of items on a particular ballot. The more items on a ballot, the lower the cost. Estimated costs could be between \$75,000 and \$250,000.

City of Los Altos' Naming Policy

The only policy the City of Los Altos has regarding naming of City facilities is found in the Los Altos Municipal Code Chapter 9.28 – Naming of Public Streets, Parks and Other Public Facilities. This Chapter outlines certain criteria to be considered in selecting a name, including “neighborhood or geographical identification, natural or geological features, historical or cultural significance, the articulated preference of residents of the neighborhood surrounding the public facility, or a person or group of persons who have made an unusually outstanding public service contribution, provided that such person has been deceased for at least 25 years.”

Recommendation

I’ve attempted to provide some great examples of how other entities deal with naming rights. There are likely many more examples beyond what I’ve surfaced, but these three are fairly representative of how to market and sell naming rights.

The Library Commission might look at helping shape policy and decide if the issue needs to be addressed by ordinance.

Specifically, I recommend that we:

- 1. Sort out all the jurisdiction issues – determining what flexibility exists for both the City of Los Altos and Santa Clara County.**
- 2. Define naming rights within the context of each jurisdiction, if necessary creating an “a la carte” price list.**
- 3. Determine what to do with past donations and bequests.**

Maintain the current Los Altos City policy with regards to naming rights, but .
..

Be flexible – don’t make it up as you go, but don’t pass up an opportunity. The City Council can vote to do whatever it wishes in this regard. My strong recommendation is not to let the law get in the way of a great opportunity.

Overall, we need a more sophisticated naming rights policy. As often happens, more questions get generated in a search for answers than answers.